This 12-week education program examines what it takes to become a successful food business entrepreneur. Workshop sessions guide the participant in how to scale-up a kitchen recipe into a commercial product that is ready for market.

1. Introduction to A2M, Your Product & Consumer Marketplace Survey, Product Costs
2. Licensing & Regulations, Introduction to Cost of Goods
3. Food Science Workshop, Working in a Commissary Kitchen
4. Working with a Co-packer, Cost of Goods and Recipe Scaling
5. Business Law Startup Costs, Margins, Break Even
6. Food Safety Modernization Act, Managing Your Business
7. Branding and Packaging
8. Sales Sheets and Practicing Your Pitch
9. E-commerce and Social Media
10. Selling at Super Markets, Selling at Farmers Markets
11. Distribution
12. Pitch Presentations